

Category:

Sales

Position/Title:

MEDIA EXECUTIVE - WBRC

Details:

About Gray Media:

Gray Media, or Gray, is a multimedia company headquartered in Atlanta, Georgia, formally known as Gray Television, Inc. The company is the nation's largest owner of top-rated local television stations and digital assets serving 113 television markets that collectively reach approximately 36 percent of US television households. The portfolio includes 77 markets with the top-rated television station and 100 markets with the first and/or second-highest-rated television station, as well as the largest Telemundo Affiliate group with 43 markets totaling nearly 1.5 million Hispanic TV Households. The company also owns Gray Digital Media, a full-service digital agency offering national and local clients digital marketing strategies with the most advanced digital products and services. Gray's additional media properties include video production companies Raycom Sports, Tupelo Media Group, and PowerNation Studios, and studio production facilities Assembly Atlanta and Third Rail Studios.

About WBRC:

WBRC 6 News, the dominant, #1-ranked Gray-owned station in Birmingham, Alabama (Market 45), and Telemundo Alabama have an immediate opening for a talented, motivated, and results-oriented development specialist to join our energetic and professional sales team.

Job Summary/Description:

WBRC-Birmingham is seeking a Media Sales Specialist to join our elite sales team. This role would be the lead in selling our Media products, including on-air and digital platforms. Candidates must be detail-oriented plus have excellent communication and customer service skills. They must have the ability to exceed budget through new and existing business development.

Duties/Responsibilities include, but are not limited to:

- Self-starter, with the ability to interact and influence others positively while working in a fast-paced environment
- High achiever with excellent communication skills, creativity, and persistence
- Strong work ethic and integrity
- Problem-solving and organizational skills

- Applicants must be proficient in working with Microsoft Word, Excel, PowerPoint, and Outlook
- Applicants should be prepared to have a robust new business goal annually

Qualifications/Requirements:

- 2 years of B2C or B2B outside consultative sales experience (media ad sales experience, preferred)
- Effective prospecting and proven revenue pipeline building skills.
- Ability to think critically and design solutions for complex problems.
- Ability to successfully manage ambiguity and unexpected change.
- Be teachable and open to best practices and feedback as a means of continuous improvement

If you feel you're qualified and want to work with a great group of people, go to <https://gray.tv/careers#currentopenings>, you may type in the job title, station call letters, or click on "apply now", upload your resume, cover letter, and references

(Current employees who are interested in this position can apply through the Gray-TV UltiPro self-service portal)

WBRC-TV/Gray Media is a drug-free company

Additional Info:

Gray Media provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, Gray Media complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Gray Media expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Gray's employees to perform their job duties may result in discipline up to and including discharge.

Vacancy Type:

Full Time

Date Posted:

10/31/2025

Closing Date:

1/29/2026

City:

Birmingham - 35209

State:

Alabama

Contact:

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Apply Online URL:

<https://gray.tv/careers#currentopenings>